IDENTIFYING EARLY ADOPTERS AND ITEMS ADOPTED BY THEM

ABSTRACT OF THE DISCLOSURE

A facility for promoting items is described. Among a number of users who have placed orders for items, the facility identifies users who have each placed orders for at least a threshold number of items shortly after those items became available to order. Among a number of items, the facility identifies items each purchased by at least a threshold number of identified users. The facility then promotes the identified items or uses the identify of the identified users to promote to the users.